

Rep Order# 9809546 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/31/2012 11:04 AM
Last Received: 08/31/2012 11:03 AM
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product AMER.4 PROSPERITY
Estimate# 1305
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#

53590
Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //1305
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

| LT | Ln | Day | Time | Program | | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------|-----------|-------------|----|-----|-------------|-------------|------------|------------|-------------|-------------|---------|
| --- | --- | --- | --- | ----- | | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | TU-F | 430P-5P | NEWS | P1 | :60 | \$3,200.00 | 09/04-09/07 | 4 | 1 | 4 | \$12,800.00 | |
| | 2 | TU-F | 6P-630P | NEWS | P1 | :60 | \$4,000.00 | 09/04-09/07 | 1 | 1 | 1 | \$4,000.00 | |
| | 3 | TU-F | 7P-730P | INSIDE | P2 | :60 | \$3,200.00 | 09/04-09/07 | 2 | 1 | 2 | \$6,400.00 | |
| | 4 | TU-SU | 11P-1135P | NEWS | P2 | :60 | \$4,400.00 | 09/04-09/09 | 4 | 1 | 4 | \$17,600.00 | |
| | 5 | TU | 10P-11P | DNC | P3 | :60 | \$9,000.00 | 09/04-09/04 | 1 | 1 | 1 | \$9,000.00 | |
| | 6 | F | 10P-11P | BLUE BLOODS | P1 | :60 | \$10,000.00 | 09/07-09/07 | 1 | 1 | 1 | \$10,000.00 | |
| | 7 | SA | 9P-10P | CRIMETIME | P2 | :60 | \$3,000.00 | 09/08-09/08 | 2 | 1 | 2 | \$6,000.00 | |
| | 8 | SA | 10P-11P | 48 HRS | P2 | :60 | \$5,000.00 | 09/08-09/08 | 1 | 1 | 1 | \$5,000.00 | |
| | 9 | SU | 7P-8P | 60 MIN | P1 | :60 | \$12,000.00 | 09/09-09/09 | 1 | 1 | 1 | \$12,000.00 | |
| | 10 | SU | 10P-11P | MENTALIST | P2 | :60 | \$8,000.00 | 09/09-09/09 | 1 | 1 | 1 | \$8,000.00 | |
| | 11 | M | 430P-5P | NEWS | P1 | :60 | \$3,200.00 | 09/10-09/10 | 1 | 1 | 1 | \$3,200.00 | |

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Hiatus Weeks

Rep Firm
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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|-----------|---------|-----------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 12 | M | 6P-630P | NEWS | P1 :60 | \$4,000.00 | 09/10-09/10 | 1 | 1 | 1 | \$4,000.00 | |
| | 13 | M | 7P-730P | INSIDE | P2 :60 | \$3,200.00 | 09/10-09/10 | 1 | 1 | 1 | \$3,200.00 | |
| | 14 | M | 11P-1135P | NEWS | P2 :60 | \$4,400.00 | 09/10-09/10 | 1 | 1 | 1 | \$4,400.00 | |

---REPORT TOTALS---

Report Totals: 22 / \$105,600.00

---SALES MONTHLY TOTALS---

Sep 12: 22 / \$105,600.00

Sales Totals: 22 / \$105,600.00

Station Totals: 22 / \$105,600.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|-----|------|-----|------|----|------|----|------|-----|
| Market Totals | \$301,026 | CABL | 0% | EKRC | 0% | UNKN | 0% | WBQC | 0% | WCPO | 47% |
| | | WKRC | 35% | WLWT | 11% | WSTR | 0% | WXIX | 5% | | |

Books null
Demos RA35+

Spot Manager: All, 09/04/12-09/10/12



| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|--------------------------------------|-----------|----------|--------|-------------|-------|--------------------|--|---------------------------|------------|----------|--------|--------|
| Advertiser: Americans for Prosperity | | | | | | | | | | | | |
| Agency: Mentzer Media Services | | | | | | | | | | | | |
| Station: WKRC-TV | | | | | | | | | | | | |
| Order: 53590 | | | | | | | | | | | | |
| Line: 1 | | | | | | | | | | | | |
| 09/04/12 | Tuesday | | 1:00 | \$3,200.00 | | | 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PM) | AMER.4 PROSPERITY | 1305 | P-1 | 3 | MWASH- |
| 09/05/12 | Wednesday | | 1:00 | \$3,200.00 | | | 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PM) | AMER.4 PROSPERITY | 1305 | P-1 | 1 | MWASH- |
| 09/06/12 | Thursday | | 1:00 | \$3,200.00 | | | 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PM) | AMER.4 PROSPERITY | 1305 | P-1 | 2 | MWASH- |
| 09/07/12 | Friday | | 1:00 | \$3,200.00 | | | 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PM) | AMER.4 PROSPERITY | 1305 | P-1 | 4 | MWASH- |
| | | | | \$12,800.00 | | | | | | | | 4 |
| Line: 2 | | | | | | | | | | | | |
| 09/04/12 | Tuesday | | 1:00 | \$4,000.00 | | | 6p Local 12 News at Six (6:00 PM-6:30 PM) | AMER.4 PROSPERITY | 1305 | P-1 | 1 | MWASH- |
| | | | | \$4,000.00 | | | | | | | | 1 |
| Line: 3 | | | | | | | | | | | | |
| 09/04/12 | Tuesday | | 1:00 | \$3,200.00 | | | M-F 7p-730p 7:00 PM-7:30 PM | AMER.4 PROSPERITY | 1305 | P-2 | 2 | MWASH- |
| 09/06/12 | Thursday | | 1:00 | \$3,200.00 | | | M-F 7p-730p 7:00 PM-7:30 PM | AMER.4 PROSPERITY | 1305 | P-2 | 1 | MWASH- |
| | | | | \$6,400.00 | | | | | | | | 2 |
| Line: 4 | | | | | | | | | | | | |
| 09/04/12 | Tuesday | | 1:00 | \$4,400.00 | | | 11p M-Su Local 12 New 11:00 PM-11:35 PM | AMER.4 PROSPERITY | 1305 | P-2 | 1 | MWASH- |
| 09/05/12 | Wednesday | | 1:00 | \$4,400.00 | | | 11p M-Su Local 12 New 11:00 PM-11:35 PM | AMER.4 PROSPERITY | 1305 | P-2 | 4 | MWASH- |
| 09/08/12 | Saturday | | 1:00 | \$4,400.00 | | | 11p M-Su Local 12 New 11:00 PM-11:35 PM | AMER.4 PROSPERITY | 1305 | P-2 | 3 | MWASH- |
| 09/09/12 | Sunday | | 1:00 | \$4,400.00 | | | 11p M-Su Local 12 New 11:00 PM-11:35 PM | AMER.4 PROSPERITY | 1305 | P-2 | 2 | MWASH- |
| | | | | \$17,600.00 | | | | | | | | 4 |
| Line: 5 | | | | | | | | | | | | |
| 09/04/12 | Tuesday | | 1:00 | \$9,000.00 | | | Tue Reg 3 10:00 PM-11:00 PM | AMER.4 PROSPERITY | 1305 | P-3 | 1 | MWASH- |
| | | | | \$9,000.00 | | | | | | | | 1 |
| Line: 6 | | | | | | | | | | | | |
| 09/07/12 | Friday | | 1:00 | \$10,000.00 | | | Fri Reg 3 10:00 PM-11:00 PM | AMER.4 PROSPERITY | 1305 | P-1 | 1 | MWASH- |
| | | | | \$10,000.00 | | | | | | | | 1 |
| Line: 7 | | | | | | | | | | | | |
| 09/08/12 | Saturday | | 1:00 | \$3,000.00 | | | Sat Reg 2 9:00 PM-10:00 PM | AMER.4 PROSPERITY | 1305 | P-2 | 1 | MWASH- |
| 09/08/12 | Saturday | | 1:00 | \$3,000.00 | | | Sat Reg 2 9:00 PM-10:00 PM | AMER.4 PROSPERITY | 1305 | P-2 | 2 | MWASH- |
| | | | | \$6,000.00 | | | | | | | | 2 |
| Line: 8 | | | | | | | | | | | | |
| 09/08/12 | Saturday | | 1:00 | \$5,000.00 | | | Sat Reg 3 10:00 PM-11:00 PM | AMER.4 PROSPERITY | 1305 | P-2 | 1 | MWASH- |
| | | | | \$5,000.00 | | | | | | | | 1 |
| Line: 9 | | | | | | | | | | | | |
| 09/09/12 | Sunday | | 1:00 | \$12,000.00 | | | Sun Reg 1 7:00 PM-8:00 PM | AMER.4 PROSPERITY | 1305 | P-1 | 1 | MWASH- |
| | | | | \$12,000.00 | | | | | | | | 1 |
| Line: 10 | | | | | | | | | | | | |
| 09/09/12 | Sunday | | 1:00 | \$8,000.00 | | | Sun Reg 4 10:00 PM-11:00 PM | AMER.4 PROSPERITY | 1305 | P-2 | 1 | MWASH- |
| | | | | \$8,000.00 | | | | | | | | 1 |

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/04/12-09/10/12



| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|------|---------|----------|--------|------|-------|--------------------|-------------|---------------------------|------------|----------|--------|----|
|------|---------|----------|--------|------|-------|--------------------|-------------|---------------------------|------------|----------|--------|----|

Advertiser: Americans for Prosperity

Agency: Mentzer Media Services

Station: WKRC-TV

Order: 53590

Line: 11

| | | | | | | | | |
|----------|--------|------|------------|--|-------------------|------|-----|----------|
| 09/10/12 | Monday | 1:00 | \$3,200.00 | 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PM) | AMER.4 PROSPERITY | 1305 | P-1 | 1 MWASH- |
| | | | \$3,200.00 | | | | | 1 |

Line: 12

| | | | | | | | | |
|----------|--------|------|------------|---|-------------------|------|-----|----------|
| 09/10/12 | Monday | 1:00 | \$4,000.00 | 6p Local 12 News at Six 6:00 PM-6:30 PM | AMER.4 PROSPERITY | 1305 | P-1 | 1 MWASH- |
| | | | \$4,000.00 | | | | | 1 |

Line: 13

| | | | | | | | | | |
|----------|--------|------|------------|-------------|-----------------|-------------------|------|-----|----------|
| 09/10/12 | Monday | 1:00 | \$3,200.00 | M-F 7p-730p | 7:00 PM-7:30 PM | AMER.4 PROSPERITY | 1305 | P-2 | 1 MWASH- |
| | | | \$3,200.00 | | | | | 1 | |

Line: 14

| | | | | | | | | |
|----------|--------|------|--------------|---|-------------------|------|-----|----------|
| 09/10/12 | Monday | 1:00 | \$4,400.00 | 11p M-F Local 12 News 11:00 PM-11:35 PM | AMER.4 PROSPERITY | 1305 | P-2 | 1 MWASH- |
| | | | \$4,400.00 | | | | | 1 |
| | | | \$105,600.00 | | | | | 22 |
| | | | \$105,600.00 | | | | | 22 |
| | | | \$105,600.00 | | | | | 22 |
| | | | \$105,600.00 | | | | | 22 |
| | | | \$105,600.00 | | | | | 22 |

[Filtered by:] [Sorted by: Station]